

Cultural Identity as a Local Resource, and its Integration to Local Development Management

La identidad cultural como recurso local y su integración a la gestión del desarrollo territorial

Maydelin Annerys Olazabal Arrabal^{1*} <https://orcid.org/0000-0002-8059-146>

Vilda Rodríguez Méndez¹ <https://orcid.org/0000-0001-8081-575X>

Ramón González Fontes² <https://orcid.org/0000-0001-8703-5297>

¹Dpt. of Psychology-Sociology, Faculty of Social Sciences, *Ignacio Agramonte Loynaz* University of Camagüey, Cuba

²Faculty of Economic Sciences, *Ignacio Agramonte Loynaz* University of Camagüey, Cuba

*Corresponding author: maidelin.olazabal@reduc.edu.cu

ABSTRACT

Aim: Theoretical and methodological aspects that support the integration of cultural identity as a local resource, to local development —from the perspective of municipal development strategy— in order to make better use of its potential in the activation of territorial development.

Methods: This study relied on theoretical methods, such as analysis and synthesis, and induction-deduction.

Main results: Stemming from the recognition of the role of culture, and cultural resources in the creation of local development capacities, several aspects related to the emergence of cultural identity as a local resource, its functions, main qualities, elements that condition its potential character for development, sources of the resource, and several ways to use it, were revealed.

Conclusions: The results of this study offer theoretical and methodological guidelines to integrate cultural identity, since it has elements that permit identification and definition of strategic objectives, and use of cultural identity as an instrument that guides municipal government activity in mobilizing local resources and potentialities for territorial development.

Key words: cultural resources; cultural identity; local development management; municipal development strategy.

RESUMEN

Objetivo: Se analizaron los aspectos teóricos y metodológicos que sustentan la integración de la identidad cultural como recurso local, a la gestión del desarrollo territorial —desde la estrategia de desarrollo municipal—, con el fin de contribuir a aprovechar su potencial en la activación del desarrollo del territorio.

Métodos: El estudio se apoyó en métodos teóricos: análisis-síntesis e inducción-deducción.

Principales resultados: Partiendo del reconocimiento del papel de la cultura y los recursos culturales en la creación de capacidades locales para el desarrollo, fueron develados aspectos relativos al surgimiento de la identidad cultural como recurso local, sus funciones, principales cualidades, elementos que condicionan su carácter potencial del desarrollo, fuentes del recurso y distintas formas de aprovechamiento.

Conclusiones: Los resultados obtenidos ofrecen pautas teóricas y metodológicas para la integración de la identidad cultural, ya que expone elementos que permiten identificar, definir objetivos estratégicos y aprovechar la identidad cultural, desde la estrategia de desarrollo municipal como instrumento que orienta la actividad del gobierno municipal en la movilización de los recursos y potencialidades locales para el desarrollo territorial.

Palabras claves: recursos culturales, identidad cultural, gestión del desarrollo territorial, estrategia de desarrollo municipal

Received: 30/07/2020

Accepted: 30/11/2020

INTRODUCTION

The tendencies observed in the search for solutions to development issues of the contemporary world socio-economic fabric have an alternative response in the model of local development, in terms of economic activation, and the necessary correction of social problems inherent to its coexistence.

Hence, a more relevant territorial role as an agent of change is assumed, along with the projection of viable transformation strategies and alternatives in concert with the territorial and national historical context, proper use of, among other sources, their potential resources, and the creation of endogenous capacities for development management.

According to Segura and Ortega (2019), local development conditions the internal contents to the particularities of each territory, and pursues economic and social objectives aimed to transform local productive systems, diversification, competitiveness, growth of production, improvements in the living standards of the population, local employment, the promotion of an enterprising culture, and others.

The scope of these objectives is also conditioned by the conception of the territory as a transforming agent (Vázquez, 1999), specific interaction site, mobilization of resources (economic, human, institutional, and cultural), and the organization of development actors, in the search for economic and social problem solutions.

The local dynamics generated by the interrelation of these elements —development actors, strategies, and the logics of action and resource coordination— show particular qualities in the forms of local performance, which are different from other territorial dynamics that should be observed and assessed in strategic practice of development planning.

Being local development a process of human engagement and performance, essentially, the intervention of local actors in the search for strategies to meet the above objectives is acknowledged to be characterized, among other aspects, by the

culturally significant reality of the environment, so it has been considered and endogenous determinant of development.

In this case, for instance, “(...) acting on the productive system is appropriate considering that the actions are taken in territories with social, institutional, and cultural systems with which they interact” (Vázquez, 2009, p. 6).

The cited suggestion reveals as a condition for transformation of the local socio-productive fabric for development, the recognition and integration to strategies of endogenous cultural elements (most of them tangible), in the form of natural resources underlying in socio-institutional and cultural behavior, whose utilization may hinder or foster development.

The analysis precedes the question of which aspects should be included in a development strategy that considers the integration of cultural resources in general, and the utilization of the potential of cultural identity, particularly, in order to make decisions for development.

Cuba is making a tremendous effort to update the economic and social model, and recognizes within the policy to promote territorial development (Ministry of Economy and Planning, 2020) that each municipality contains cultural specificities resulting from concrete historical interactions that take place in the natural, productive, and settlement environments, which are expressed in traditions, habits, diverse modes of life, and identity. The analysis and design of the entire local development strategic intervention or project must follow a specific and coherent treatment, in keeping with the reality of the whole process.

However, when culture is dealt with from within in this setting, Cuban authors recognize the dispersion and weakness of cultural dimension assessment in the agenda of local development, the process, utilization of the cultural potential, and the introduction of the cultural approach to the strategic issue of development (Alarcón, 2014; Arias, 2015; Martínez, Hernández, Martínez, Delgado, and Expósito, 2014; Peñate, 2012; Pineda, Jiménez, and Martínez, 2019).

These shortages may bias —from the municipal development strategy as an integrating element of planning that contributes to address government management— the contribution of cultural resources, in general, and cultural identity,

in particular; they limit planned utilization through the design of local development projects, expansion of local capacities seeking proper solutions in accordance with the culturally significant reality, and alter the participatory and inclusive character of the process.

Accordingly, based on the study of culture and cultural resources in processes of development, theoretical and methodological aspects that constitute the basis of cultural integration as a local resource to territorial development management, are analyzed from a municipal development strategy, in order to help identify and mobilize its potential in the territorial transformation to development.

Therefore, it is important to conduct an analysis of the relationship of culture with development processes, the pertinence of cultural resources management within the strategy of municipal development, the theoretical elements that sustain the role of cultural identity as a local resource for development, the main characteristics, dimensions of analysis, potentialities, and strategies for use.

DEVELOPMENT

Culture and cultural resources: visibility and viability of local development processes

There is international recognition in that the dynamization of development processes and the creation of capacities for territorial socio-economic transformation are influenced by the potentialities of cultural resources, including territorial cultural identity through systems, structures, and forms of productive organization.

The relation of culture in development processes has been dealt with in the scientific literature with a marked tendency to consider it from different perspectives:

- As a dimension of development, being a significant component of the process of interrelation to the rest, expressing a relative independence, since its contents, with an anthropological, heritage or institutional origin, are given a role, which according to Carvajal (2011), run and encourage development.

- As a factor, since from its institutional nature, it comprises aspects like behavior, actions, and interactions of local actors that favor or hinder development (De Dios and Fernández, 2014).

- As a resource of development potential; that is, part of the set of elements with diverse nature (physical, human, institutional, technological, cultural, and environmental), which are present in different quantities and qualities in a location, and whose characteristics, based on the possibility for utilization, provide certain level of potentiality that contributes to the creation of local capacities to boost development (Almaguer, 2013).

The analysis of these perspectives as a whole unveils a consensus that explains the relationship between culture and development, and its performance in three converging sides:

1. The development of capacities based on the cultural matrix to which the competence of actors is associated, in order to structure and perform them amidst common problems (Buarque, 1999).
2. The contribution to process viability “(...) when the historical, cultural, institutional, and social characteristics are taken into account ” (Albuquerque, 1996, p. 5).
3. The usefulness of planning based on identity differences as a “process inhabited by humans” (Arocena, 1997, p. 91).

Hence, the feasibility of articulating the cultural approach to development planning, from the design of strategies that respond to local cultural specifications suggests two strategic advantages.

- It adapts, promotes, and diversifies the ways of action of local actors, according to the particularities of each territory, integrated to local development initiatives and projects.

- It allows for proper utilization of territorial capacity of processing information related to effective access to resources (Goulet, 1999), the dynamic strength of identity, which Claxton (as cited in Carvajal, 2011) recognized as a strategic element of any

culture, as well as cultural practices and social structures of the territory (Kottak, 2000)¹.

The local strategic thinking should not separate from the fact that culture, as an “instrument for arranging collective life, to direct actions with cognitive, affective, assessing, regulatory, and communicative functions” (Linares, 2006, p. 93), provides cultural resources for development of contents that express regularities that can be perceived in the local cultural context, such as,

- i) The structure, forms of articulation, organization, and relation of social groups (local institutions and productive systems).
- ii) The patterns of cultural identity as an expression of cultural, social, and environmental interactions (customs, traditions, language, material and immaterial heritage).
- iii) Assessment, values (moral, ethics, environment, tolerance, honesty).
- iv) Knowledge and skills as the bases of productive capacity (local know-how, innovation).
- v) Local attitudes (saving, solidarity, feeling of belonging, social cohesion, institutional confidence, resilience).

These elements identify a location culturally, and provide a common good, resulting from a singular process of social construction, a condition that emerges when they are valued, reproduced or given proper use. Águila (2018) noted that this recognition must be one of the principles to consider as the basis of local development organization.

Its vitality contrasts lines and dynamics of performance among territories in the economic, political, social, institutional, technological system, and it allows for identification of culturally significant behavior patterns of a territory, in order to achieve development goals; the roles, conduct, norms, attitudes, and actions inherent to institutions and the territory, particularizing the perception and responses to local development problems; the values, traditions, symbols, heritage, customs, knowledge, and local production practices of social and economic reproduction are feasible competences and capacities, which can be integrated to local development projects.

Issues that when articulated in the preparatory stage of the municipal development strategy could contribute with responses to the process of local decision-making, by presenting the repertoire of existing needs, motivations, knowledge, practices, and capacities in the territory, which could be used to set up more related development goals, and to adapt and orient development management goals to the design of strategies and culturally viable projects.

In these terms, assessment the above mentioned contents as components of cultural resources in the local context would serve as a way of reducing performance breaches uncovered in territorial strategic planning process, of integrated analysis, and organization in the use of the different elements that make this resource.

Its recognition would allow in practice to operationalize, identify, assess, and show, in a more defined and integrated manner, the contribution to culture and cultural resources to local development processes, and provide a more effective adjustment of,

- Instruments that measure these cultural particularities.
- Their tools for integration to local systems, in keeping with the level of potential.
- The possibility of being used for the creation and enterprising of local development projects, according to the capacity of contributing to the transformation of the social-productive fabric, and the activation of development processes.

Therefore, from the executive basis of the in the municipality² as the main agent of local development in Cuba, the incorporation of the approach on cultural analysis and cultural resources to management and style of the government would permit actors to run local solutions from the conception of strategies that consider the creative potential of culture, and the value of productive traditions, and to use cultural diversity, human capacities and values generated, to meet socio-economic ends, and their function in terms of development³.

Cultural identity: an immaterial local resource for development

Cultural identity as a development resource is recognized, among others, as an “indispensable component of local development” (Peñate, 2012, p. 61), from a systemic and integrated approach.

As a category of analysis, cultural identity in the area of local development, goes through a conceptual apparatus that relates it to the anthropological, institutional, and heritage settings, such as patterns of social interaction or social mobility, feeling of belonging, social engagement, and material and immaterial cultural heritage.

According to Goulet (1999), cultural identity contains essential underlying values on which the territory interprets and develops strategies of access and use of resources for transformation.

In that sense, its potential has been associated to the generation of local capacities that condition institutional, technological, and economic transformations that have a direct repercussion on the consolidation and development of local productive systems, such as,

- The creation of a favorable scenario of local leadership (Gallicchio & Camejo, 2005).
- Adaptation of local institutions and governance to development management (Fariños, 2015; Flores, 2007).
- The level of specialization and local competitiveness (Soto, 2006).
- Local technical knowledge based on cultural specificities (Bruckmeier and Tovey, 2007; Meza, Meza, and Rodríguez, 2017).
- The creation of absolute or comparative advantages of specific products, based on local innovation policies (Nieves, Vargas, and Quesada, 2017).
- The promotion of a territorial image (Rojas, 2009), and the construction of concepts for the design and communication strategies (Castellanos and Maya, 2017).

Such contribution not only favors processes of restructuring and diversification of the local productive system, but by involving the carriers of these cultural specificities, it directs the attention to the construction of development processes built on engagement and inclusion of bearers of identity traits, whereas during reproduction, the contents of this cultural identity are reinforced and renewed.

To understand the sense of origin and the pertinence of cultural identity as a resource of a location, it is important to stem from the analysis of a territory as an active space of converging economic, social, and spiritual interests, aiming to address common problems, and particular ways of responding, which define cultural forms, and specific identity patterns during a concrete process of historical sedimentation.

Hence, it relates to the process of territorialization; that is, with the “personalization of this territorial setting on which development rests” (Docampo, 2007, p.14).

These are socially constructed settings by collective activity in spaces like local productive systems (Massey, 1984), the innovation system linked to local productive processes (Cotorruelo, 2001; Soto, 2006), the institutional system, and the territorial system of settlements.

In them, social roles and functions are generated among their members, based on particularly characterizing competences, practices, and knowledge (Dematteis and Governa, 2005), where the contribution of every element, and their interactions, give way to material and spiritual and cultural forms, which are significant in time and space, and provide a sense of unity to the set assessed by inhabitants, thus creating referents of self-recognition and cultural identity.

These elements —previously distinguished as local spaces for collective activities creating cultural identity— are recognized by the managing system as optimum mechanisms to produce positive externalities or endogenous development trends. In them, as a common factor, the potential of human activity to start development actions is conjugated dynamically, diversely, and particularly.

Channeling this potential from cultural identity, identifying it in such spaces, and including it through planning, to related endogenizing mechanisms, would create a way for the creation of local projects based on territorial vocations, local know-how or other cultural specificities.

In this sense, the search for local identity elements could be possible in the frame of these local collective activity spaces, and a more effective use as a local resource, articulated to local productive systems, the innovation system, settlement system (city, region, rural), and the institutional system, as optimizing factors of production of externalities.

Although the process of territorialization and interrelations generated in it condition the emergence of cultural identity, it also works as a conditioning element of personalization of territorial activity to conduct development processes.

In this sense, Aguirre (cited in Mercado and Hernández, 2010), regards identity as a cultural nucleus that confers cohesion, difference, and collective efficacy to the pursuance of objectives.

Meanwhile, as a symbolic construction process of self-cultural matrix (Massó, 2006), it works, according to Larraín (2000), at the national level as an activator of endogenous self-recognition, autonomy, and dynamics, depending on palpable elements, in "(...) the set of internalized cultural repertoires" (Giménez, 2000, p. 54), and the collective perceptions (Silva, 2003), the feeling of local belonging (Molano, 2007), and all the set of elements that distinguish the way of being and performing in a territory.

From that, it can be deduced that cultural identity is a local resource formed in collective activity spaces during the process of territorial construction, a bearer of a shared cultural repertoire, expressed specifically and diversely (affective, behavioral, cognitive, practical, assessing, communicative), that provides a sense of territorial self-recognition, unity (equality), and specific character (differential) to the local responses to development.

In it, traits like specificity, related to the resulting peculiarities of collective interactions during the process of territorial construction, and diversity, associated to the repertoire of cultural meanings created in those spaces of collective activity, are expressed.

Authors like Fortoul (2003), Ranaboldo (2006), and Rojas (2009) recognized that diversity is the most outstanding component of the resource, whereas Fonte and Ranaboldo (2007) consider it as the specific source (ethnics, language, history, architecture, symbols) or generic (interpretations related to environmental characteristics of local settlements, pace of life, and environmental quality) of the resource.

The integration of these elements to the process of development management from a municipal development strategy, as a planning tool in charge of promoting

identification and mobilization of the endogenous potential in municipally interest activities, based on internal capacities and available resources, must stem from diagnostic that contributes to the recognition, quantification, characterization, and discovery of forms in which this tangible resource is expressed in the territory, which quite a few times becomes a difficulty that constrains or distorts analysis within this frame.

The identification of an immaterial resource like cultural identity is possible, according to Carrera (2009), when it is dealt with as the relation with material elements that bear meaning. That included:

- Inherent uses, expressions, knowledge, know-how and tools, objects, artifacts, and cultural spaces.
- The process above objects; that is, the way in which the object is produced (skills, knowledge, know-how, raw materials, and instruments) distinguish the object as an identity product.
- The importance of the community and social groups as creators and bearers of cultural identity (productive, family, institutional units, and productive systems).
- Generational transmission, continuity, and current functionality of cultural identity expressions.
- The living character, the ties with nature, history, and the environment, where concrete ways of expression, creation, performing, and know-how are created, as dynamic and changing expressions, under constant change.

These elements, in turn, are expressed in significant areas or components with a relative independence, in which cultural identity is manifested as a local resource; they are knowledge of local productive systems, local productive culture, local collective action, and local cultural heritage.

Each of these dimensions of analysis comprises a set of indicators of cultural identity as a local resource that guides their recognition in the territory, broaden, and center their integration to the horizon of planning, such as, traditional productive practices, typical products, cultural specifications, traditional technical knowledge, local enterprising units, feeling of belonging, collective action trends (saving, resilience,

cooperation, environment), immaterial heritage, cultural landscapes, images, and local symbols.

Potentials, capacities, and utilization of cultural identity as a local development resource

To make logical, integrated, and coherent use of cultural identity as a local resource in territorial development management, it is important to analyze how and what territorial capacities can be generated, and where to direct them to stimulate development.

This is also a mission of the municipal development strategy in relation to the organization and projection of internal capacity, and local resources utilization.

However, the analysis of mechanisms or characteristics that generate or mobilize the potential of cultural identity is sometimes scattered, limiting not only the identification of this resource in the territory, but also the evaluation of its contribution to development, hindering integration to the territorial planning process.

Among the theories that help explain the potential character of cultural identity are the theory of territorial identities⁴, and the theory of development potential. In the former, using a sociological-conductive approach, Precedo (2004) revealed a series of psycho-social factors⁵ linked to identity, and its relation to the capacity of stimulating proactive innovation behaviors that confer a differential value to the product from local initiatives, associating its influence to the outcome of the process.

These elements can be identified and stimulated with a margin to coordinate and project actions that favor their strengthening based on principles like self-identification, valuation of cultural and identity, and territorial integration attributes. Their value lies in them.

Nevertheless, this perspective does not offer direct parameters associated to the characteristics of the resource that permit prior evaluation of the relationship among components, the capacity to stimulate proactive behaviors, and the differential value given to the outcome of initiatives, which does not ensure direct evaluation of the potential.

The latter, with an economic approach, acknowledges the existence of a group of resources (natural, historical, cultural, human, technological, economic, institutional,

and material), whose utilization enhances or hinders development; that is, creates or blocks territorial capacities for development. For evaluation Almaguer (2013), Biehl (1988), Canzanelli (2004), and The United Nations Development Program (UNDP, 2005) propose validated indicators and procedures.

The application of methods to calculate the impact level of potentiality, admits the definition of territorial strategic planning objectives and policies to stimulate development, and prevent or lessen vulnerability risks (Gutiérrez, 2007).

From a qualitative analysis between the specific and diverse nature of cultural identity, and the indicators suggested, it can be assumed that specificity provides the resource with characteristics associated to its use, such as indivisibility, irreplaceability, immobility, and competitiveness, which favor the capacity to introduce comparative advantages; that is, aspects that make a product distinct from another, which characterize it thoroughly, and contain hardly imitable factors. This is also translated by its contribution to the level of competitiveness.

Meanwhile, diversity, as the most commonly known quality of the resource, confers a multivalent and usable character. In other words, it offers the possibility to be used, be input or be related to a large number of productive activities or economic, environmental, innovation, and socio-cultural projects, conditioning the capacity of productive and social-territorial diversification.

Then, cultural identity can be regarded as the local resource that embodies potential of self-qualities, like specificity and diversity, with the capacity of creating competitive advantage, and diversify territorial social and productive activities, circumstances that favor a restructuring of the local socio-productive fabric to encourage development processes.

Moreover, upon weighting its function as a cultural nucleus that generates a feeling of belonging, autonomy, and local cohesion, as well as other psycho social factors of local entrepreneurship, their capacity to encourage proactive behaviors toward development must not be overlooked. Within the municipal development strategy, this aspect could be stimulated and strengthened at institutional, community, and territorial levels, with social, communicative, and other actions seeking that objective.

Now, to contribute to local development management by integrating the analysis of cultural identity as a local resource, to the municipal development strategy, the identification or evaluation of the potential is insufficient, since it does not ensure a contribution to the process. What makes cultural identity a local resource that becomes a development factor is not its existence or availability, but its use.

In that sense, the literature reviewed shows experiences of conception and application of local development strategies, on the bases of cultural identity, in the European Union, and Latin America, with three major trends. In order to be contrasted depending on their objectives and results, in this research, they have been given the following names:

- Strategies for valuation of cultural identity, according to Acampora and Fontes (2007), and Ranaboldo (2006), they were used to create products or services with territorial identity, which allowed for the association of territories with markets, and control production and its social benefits locally, without excluding the engagement of extraterritorial agents and institutions.

- Strategies for strengthening territories, as explained by Flores (2007), to strengthen ties of territorial identity and cooperation, in order to protect, value, and capitalize local cultural identity in a territory, with the recognition of its cultural specificities, typicalities, environmental heritage, productive practices, and economic potentialities. This allowed for the generation of local knowledge to identify specificities that represent potentialities, to recognize and grant value to territoriality, by recovering local images and symbols, and identify territorial units to promote local entrepreneurship.

- Strategies for the preservation of cultural identity⁶, created in order to use cultural natural resources, and the value of heritage sites, promote local product value, improve life quality in rural areas enabling collective actions, and access to markets for small productions, know-how, and new technologies to make more competitive products and rural services, and so on (Molano, 2007).

According to Saraceno (2006), they stimulated social cohesion, confidence and feeling of belonging, innovating ways of interpreting traditions and local knowledge,

and combine them with state-of-the-art technologies, impacting on the ways of implementing policies locally in governance, and institutions.

Furthermore, in concert with the world trend to make proper use of cultural identity in the development of local initiatives for touristic products and services demanded by new market segments and niches (Toselli, 2019), particular Cuban experiences have been able to articulate the productive chain of nature tourism with local development (Correa, Hernández and Loredo, 2017).

It shows chain projects in the joint plan of chain development, where investment focuses on cultural specificities, and particular local natural environments, mainly.

The development of this productive chain of ecotourism offered appealing results, mentioned by Correa *et al.* (2017), which produced a local socio-economic stimulation, including:

- Higher job offer and training in locally-sourced activities and services.
- Renewal of productive traditions, and recovery of spaces associated to the practice of traditional activities.
- Relationship between hosting communities and touristic entities.
- Diversification of the project portfolio of the productive chain.
- Increased levels of production, cost-effectiveness, investment value, net absolute cost-effectiveness, and its financial contribution to the development of the productive chain and the community.

Further research provided knowledge associated to the fact that these results preceded actions to identify aspects of the local productive culture, local productive actions, and natural and cultural local heritage⁷, as touristic attractions associated to restoration, lodging or natural sites, with valuation and preservation objectives, integrated to specific products and services of different projects of the productive chain.

It focuses on a more integrated form of utilizing the potentialities of cultural identity, inserted in productive chains of nature tourism projects or others in this area, that rely their competitiveness and conception of their products on cultural and/or heritage specificities, as touristic attractions.

This manner of organizing territorial production as a strategic alternative also allows for proper use of psychosocial factors that the physical and cultural proximity of local actors generate, thus favoring proactive interchange to generate plans and projects with local impacts.

In the analysis of these aspects, it can be inferred that promoting one or several ways of cultural identity utilization, even combining them, would depend on the diagnostic, evaluation of the resource, the type of activity, product or service that it can mobilize, and the local, institutional, and supra municipal interests that can be aligned.

Overall, the results achieved internationally and in Cuba, show an interesting level of correlation when compared to elements associated in theory to the potentialities of cultural identity, so their adaptation to territorial planning tools that project actions to integrate cultural identity as a local development resource can be considered appropriate.

The above could lay the foundation for the creation of an instrument that, based on the identification of existing cultural identity elements in a particular territory, can evaluate the level of potentiality, determine the forms in which it can be used, and direct strategic objectives for effective integration to the design of development projects in different territorial systems, in articulation with the rationale of the municipal development strategy.

CONCLUSIONS

The theoretical and methodological foundations that rule the integration of cultural identity as a local resource into territorial development management offer elements that permit to identify strategic objectives, and use cultural identity from the municipal development strategy, as an orienting instrument of municipal governments to mobilize local resources and potentialities to boost territorial development. They are,

-Recognition of the content of cultural resources as indicators of locally shared cultural meanings.

- The link between origin and belonging of cultural identity as a local resource to the process of territorial construction, and its contribution to territorial dynamics.
- The specific and diverse character of cultural identity as qualities defined in the resource, and their contribution to the development of local capacities for development.
- The relations of cultural identity as a local immaterial resource, with materials that bear meanings, as a premise for identification.
- The knowledge of local productive systems, the local productive culture, local collective action, and local cultural heritage, as dimensions of analysis of the resource, and associated indicators.
- Recognition of the potentialities of cultural identity as a local resource in the creation of competitive advantage, local socio-political diversification, and the creation of proactive behaviors of local actors around development.
- The coexistence of common factors among territorial systems that influence the formation of cultural identity as a local resource, and the optimum mechanisms for channeling its potentialities in the production of externalities.
- Valuation, strengthening, and preservation of cultural identity as forms of using and mobilizing their local potential, integrated in the form of local development projects, including the ones present in productive chains of tourism, to show a more comprehensive use of this local resource.

REFERENCES

- 0 (2007) Productos típicos, estrategias de desarrollo rural y conocimiento local. *Opera*, (7), 191-212. Retrieved from <https://revistas.uexternado.edu.co/index.php/opera/article/view/1199>
- Águila, C. E. (2018). Gestión del desarrollo local en cuba. Los retos en su actual proceso de transición. *Revista Caribeña de Ciencias Sociales*, 1(9), 1-15. Retrieved from <https://www.eumed.net/rev/caribe/2018/09/>.
- Alarcón, R. (2014). Hacia un mayor impacto de la educación superior en el desarrollo económico y social local. *Revista Nueva Empresa*, 10(1) ,3-9

- Albuquerque, F. (1996). *Dos facetas del desarrollo económico y local: fomento productivo y políticas frente a la pobreza*. Santiago de Chile, Chile: ILPES.
- Almaguer, D. (2013). Instrumento de análisis del potencial de desarrollo local para perfeccionar el diagnóstico estratégico municipal. *Retos de la Dirección*, 7(2), 87-89. Retrieved from http://scielo.sld.cu/scielo.php?script=sci_abstract&pid=S2306-91552016000100008&lng=es&nrm=iso
- Arias, M. A. (2015) El desarrollo local y la cultura. *Temas*, (83), 20-27. Retrieved from http://www.temas.cult.cu/sites/default/files/articulos_academicos_en_pdf/05_arias.pdf.
- Arocena, J. (1997). Globalización, Integración y Desarrollo Local. Apuntes para la elaboración de un marco conceptual. *Revista Persona y Sociedad*, 10(1), 6-17.
- Biehl, D. (1988). Las infraestructuras y el desarrollo regional. *Papeles de Economía Española* (35), 293-310. Retrieved from <https://dialnet.unirioja.es/servlet/articulo?codigo=64455>
- Bruckmeier, K. y Tovey, H. (2007). Dinámicas del conocimiento, identidad territorial y desarrollo rural sustentable en la unión europea. *Opera*, (7), 85-106. Retrieved from <https://revistas.uexternado.edu.co/index.php/opera/article/view/1199>
- Buarque, S. (1999). *Metodología de planeamiento del desarrollo local y municipal sustentable*. Retrieved from <http://www.permear.org.br/pastas/documentos/permacultor4/PlanejDesLocal.PDF>
- Canzanelli, G. (2004). *Valorización del potencial endógeno, competitividad territorial y lucha contra la pobreza*. Retrieved from http://www.dhls.hegoa.ehu.eus/uploads/resources/5083/resource_files/Paper_CIRCLE_Canzanelli.pdf.
- Carrera, G (2009). Atlas del Patrimonio Inmaterial de Andalucía: puntos de partida, objetivos y criterios técnicos y metodológicos. *Revista Patrimonio*

- Histórico*, 17(71), 19-41. Retrieved from <https://doi.org/10.33349/2009.71.2789>
- Carvajal, A. (2011) *Desarrollo local: manual básico para agentes de desarrollo local y otros actores*. Retrieved from https://www.academia.edu/33914463/DESARROLLO_LOCAL_Manual_B%C3%A1sico_para_Agentes_de_Desarrollo_Local_y_otros_actores
- Castellanos, A. y Maya, S. (2017) El Patrimonio Histórico: clave para la identidad cultural y plataforma para el desarrollo de nuevos productos. *Arquetipo*, (14), 27-44. Retrieved from http://arla.ubiobio.cl/index.php?r=ultimo-numero%2Fver_detalle_numero&numero=133&revista=113
- Comunidades Europeas (2006). *El enfoque Leader: guía básica*. Luxemburgo: Oficina de Publicaciones Oficiales de las Comunidades Europeas.
- Correa, M., Hernández, J. C. y Loredó, N. (2017). La cadena productiva del ecoturismo como contribución al desarrollo local. *Retos de la Dirección*, 11(1), 147-171. Retrieved from http://scielo.sld.cu/scielo.php?script=sci_abstract&pid=S2306-91552016000100008&lng=es&nrm=iso
- Cotorruelo, R. (2001). *Aspectos estratégicos del desarrollo local*. Retrieved from http://biblio3.url.edu.gt/PROFASR/UnidadDesarrolloLocal/2/asp_estrategicos.pdf
- De Dios, A. y Fernández, O. (2014) Relación objetivos estratégicos-factores del desarrollo local en el contexto de la planificación territorial: un procedimiento para su estudio. *Retos de la Dirección*, 8(1), 3-14. Retrieved from http://scielo.sld.cu/scielo.php?script=sci_abstract&pid=S2306-91552016000100008&lng=es&nrm=iso
- Dematteis, G. y Governa, F. (2005). Territorio y territorialidad en el desarrollo local. La contribución del modelo slot. *Boletín de la A.G.E.*, (39), 31-58. Retrieved from <https://dialnet.unirioja.es/servlet/articulo?codigo=1161234>
- Docampo, G. M. (2007). El desarrollo local en el marco de los procesos de globalización. En M. G. Docampo, *Perspectivas teóricas en desarrollo local*

- (pp. 1-33). Retrieved from <https://dialnet.unirioja.es/servlet/libro?codigo=358905>
- Fariños, D (2015) Desarrollo territorial y gobernanza: refinando significados desde el debate teórico pensando en la práctica. Un intento de aproximación fronética. *Revista Desenvolvimento Regional en debate*, 5(2), 4-24. <https://dialnet.unirioja.es/servlet/articulo?codigo=5443892>
- Flores, M. (2007). La identidad cultural del territorio como base de una estrategia económica sostenible. *Opera*, (7), 35-54, Recuperado de <https://dialnet.unirioja.es/servlet/articulo?codigo=5443892>
- Fonte, M. y Ranaboldo, C. (2007). Desarrollo rural, territorios e identidades culturales. Perspectivas desde américa latina y la unión europea. *Opera*, (7), 9-31. Retrieved from <https://dialnet.unirioja.es/servlet/articulo?codigo=5443892>
- Fortoul, F. (2003). Identidad y Desarrollo. *Revista Austral de Ciencias Sociales*, (7), 5-16. doi:10.4206/rev.austral.cienc.soc.2003.n7-02
- Gallicchio, E., Camejo, A. (2005) *Desarrollo local y proceso de descentralización en América Latina. Nuevas alternativas de desarrollo*. Retrieved from http://biblioteca.claeh.edu.uy/index.php?lvl=notice_display&id=357
- Giménez, G. (2000). *Cultura y región*. Retrieved from <http://www.redalyc.org/articulo.oa?id=31600402>.
- Goulet, D (1999). *Ética del desarrollo: guía teórica y práctica*. Madrid, España: IEPALA
- Gutiérrez, L. (2007). Potencial de desarrollo y gestión de la política regional. El caso de Chihuahua. *Frontera Norte*, 19(38), 7-35. Retrieved from http://www.scielo.org.mx/scielo.php?script=sci_arttext&pid=S0187-73722007000200001
- Kottak, P. (2000). La cultura y el desarrollo económico. En Viola, A. (Ed) *Antropología del desarrollo. Teorías y estudios etnográficos en América Latina* (pp.103-126). Barcelona, España: Paidós
- Larraín, J. (2000). *Identity and modernity in Latin America*. Cambridge: Polity Press

- Linares, C. (2006) Centralidad de la cultura en las dinámicas de transformación local. En Guzón, A. (Ed) *Desarrollo local en Cuba: retos y perspectivas* (pp.89-98). La Habana, Cuba: Academia.
- Martínez, T. A., Hernández, G. M., Martínez, B. R., Delgado, T. A. y Expósito, G. E. (2014). La red de desarrollo local como estructura de relacionamiento social y funcionamiento de la ciencia, la innovación y las estructuras de gobiernos locales. El caso de la universidad de oriente. En Núñez J (Ed). *Universidad, conocimiento y desarrollo local* (pp. 23-40). La Habana, Cuba: Editorial Universitaria Félix Varela,
- Massey, D. (1984). *Spatial Divisions of Labour: Social Structures and the Geography of Production: Social Relations and the Geography of Production*. London: Macmillan. Retrieved from <https://journals.sagepub.com/doi/abs/10.1177/030981688502600111?journalCode=cnc>
- Massó, E. (2006). La identidad cultural como patrimonio inmaterial: relaciones dialécticas con el desarrollo. *Theoria*, 15(1), 88-91. Retrieved from https://www.academia.edu/23215766/La_identidad_cultural_como_patrimonio_inmaterial_relaciones_dial%C3%A9cticas_con_el_desarrollo
- Mercado, A. y Hernández, A. V. (2010). El proceso de construcción de la identidad colectiva. *Convergencia*, 17(53), 229-251. Retrieved from scielo.org.mx/scielo.php?pid=S1405-14352010000200010&script=sci_abstract
- Meza, K., Meza, L. M. y Rodríguez, G (2017). Innovación, industrias culturales y desarrollo local. *Dimensión Empresarial*, 15(1), 279-302. Retrieved from <https://doi.org/10.15665/rde.v15i1.1005>
- (Ministry of Economy and Planning 2020) *Política para impulsar el desarrollo territorial*. Cuba: Autor. Retrieved from <http://www.mep.gob.cu>
- Molano, O. L. (2007). La identidad cultural, un concepto que evoluciona. *Revista Opera*, 7, 69-84. doi:10.4206/rev.austral.cienc.soc.2003.n7-02
- Nieves, A. E., Vargas, M. B. y Quesada, E. B. (2017). El potencial de los activos culturales asociados con la actividad turística como factor de desarrollo

- local en el barrio Getsemaní, Cartagena de Indias. *Turismo y Sociedad*, 21, 107-143. Retrieved from <https://doi.org/10.18601/01207555.n21.06>
- Peñate, O. (2012). *Los factores socioculturales en el desarrollo local en Cuba* (Tesis doctoral). Universidad de La Habana, La Habana, Cuba.
- Pineda, M., Jiménez, J. D. y Martínez, R. V. (2019) Presupuestos teóricos sobre las potencialidades de la cultura como herramienta para actores del desarrollo local. *Revista Granmense de Desarrollo Local*, 3(2), 203-21. Retrieved from <https://revistas.udg.co.cu/index.php/redel/article/view/817>
- Precedo, A. (2004). El modelo de desarrollo comarcal. *Boletín de la Asociación de Geógrafos Españoles*, (38), 29-45. Retrieved from https://www.researchgate.net/publication/28078879_El_modelo_de_desarrollo_comarcal
- Programa de las Naciones Unidas para el Desarrollo. (2005). La identificación de potencialidades. Conceptos e instrumentos. *Cuadernos PNUD*. (7), 1-46 Retrieved from <https://es.calameo.com/books/00441468821c8f2b6906c>
- Ranaboldo, C. (2006). Identidad cultural y desarrollo territorial global. Panel 2. *Enfoques del desarrollo rural en América Latina*. Seminario internacional Estado, desarrollo rural y culturas. Sucre, Bolivia.
- República de Cuba (2019). *Constitución de la República de Cuba*. Cuba: Autor.
- Rojas, L. M. (2009). *Guía de herramientas municipales para la promoción del desarrollo económico local*. Retrieved from <https://docplayer.es/14071677-Guia-de-herramientas-municipales-para-la-promocion-del-desarrollo-economico-local.html>
- Saraceno, E. (2006) La evolución de las políticas rurales de la Unión Europea. *El rol de la identidad cultural del territorio*. Llevado a cabo en Taller Internacional Territorios con Identidad Cultural, Cusco, Perú
- Segura, C. M. y Ortega, R. S. (2019). El Desarrollo Local en la Globalización. *Revista Economía y Desarrollo*, 138(2), 11-31. Retrieved from <http://www.econdesarrollo.uh.cu/index.php/RED/article/view/529>

- Silva, I. (2003). Metodología para la elaboración de estrategias de desarrollo local. *Repositorio digital CEPAL*, (42), 1-64. Retrieved from <https://repositorio.cepal.org/handle/11362/7294>
- Soto, D. (2006). *La identidad cultural y el desarrollo territorial rural, una aproximación desde Colombia*. Retrieved from http://recursos.salonesvirtuales.com/assets/bloques/Soto_URIBE_desarrolloterritorialrural.pdf
- Toselli, C. (2019) Turismo, patrimonio cultural y desarrollo local. Evaluación del potencial turístico de aldeas rurales en la provincia de Entre Ríos, Argentina. *Revista de Turismo y Patrimonio Cultural*. 17(2), 343-361. Retrieved from <https://doi.org/10.25145/j.pasos.2019.17.024>
- UNESCO (julio-agosto de 1982). *Informe final*. Conferencia Mundial sobre las Políticas Culturales, México.
- UNESCO (octubre de 2005). *Convención sobre la Protección y la Promoción de la Diversidad de las Expresiones Culturales*, París.
- Vázquez, B. A. (1999). *Desarrollo, redes e innovación*. Madrid. España: Pirámide.
- Vázquez, B. A. (2009). Desarrollo local, una estrategia para tiempos de crisis. *Apuntes del CENES*, 28(47), 117-132. Retrieved from <https://revistas.uptc.edu.co/index.php/cenes/article/view/83>

Conflict of interest statement

The authors declare that:

The manuscript submitted is original, and we declare that it has not been submitted to another journal. We are responsible for all the content published in this manuscript, assuring the absence of plagiarism, conflict of interest, or ethical conflicts, so the journal is exempt from any ethical and/or commitment.

Author contribution statement

Maydelin Annerys Olazabal Arrabal. Conceptualization, research, redaction. Original draft. Redaction-review-editing.

Vilda Rodríguez Méndez. Redaction. Review of content related to culture, cultural resources, and cultural identity, and their relationship to development.

Ramón González Fontes Redaction. Review of content in relation to local development management, and municipal strategy of development.

NOTES

¹Kottak (2000) in a study of dozens of development projects, warned that the successful ones had respected the local cultural patterns or, at least, did not oppose to them.

²To the effects of local development in Cuba, the municipality is the territory acknowledged as local society, according to article 168, tittle VII, on the territorial organization of the state, in the new Constitution of the Republic of Cuba, approved in February 2019. Its political-administrative unit is primary and fundamental in the national organization, with autonomy and legal status, and the faculty to make decisions on the utilization of resources integrated to development projects, which must be managed through the municipal development strategy. According to article 191 in the same title, the local administrative body is in charge of approving and controlling the plan for integrated development (Republic of Cuba, 2019).

³Referred to by the World Conference o on Cultural Policies held in Mexico, 1982 (UNESCO, 1982), and ratified by the Convention of UNESCO (2005), cultural diversity that emerges from local identity construction processes, is considered a potentiality that nurtures a variety of possibilities, capacities, and values as one of the main engines of sustainable development in communities, towns, and nations.

⁴The evolution of this theory since the 1990s, supported the selection of intermediate scales (regions), as strategic spatial units of local development planning in the European Union (R-257/1994 of the European Union Council for Programs LEADER) (European Communities 2006).

⁵Social cohesion, collective memory, feeling of belonging, pengagement.

⁶European Council for Leader programs, with over twenty years of experience in the intervention of rural development (European Communities, 2006).

⁷In this dimension of cultural identity as a potential resource, elements from specific or generic sources, and resource indicators, such as rituals, trades, and know-how, nutrition, and cuisine, forms of oral expression, historic sites, and natural landscapes, are recognized.